This guide provides you with the basic knowledge of the guidelines for using the Salisbury University identity. Understanding the content of this guide is crucial for anyone working with the identity. Please take the time to familiarize yourself with the proper and fundamental use of the signature and supportive identity standards.

Salisbury University
Publications Office

Updated July 2015
Graphic Standards Manual

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Introduction

When utilizing the brand identity for Salisbury University, there comes the responsibility of promoting SU in a manner that is both consistent and coordinated. It is imperative that the graphic standards set forth in this manual are followed precisely and correctly in every application to effectively build awareness in our markets. This Graphic Standards Manual is specifically designed to coordinate our communications practices. It sets the graphic communications standards that give SU a consistent visual identity in all its applications from stationery and signage, to advertising and websites. By standardizing our graphics, we support our primary communication objective: establishing SU as a mark of the highest quality. Using our signature correctly also reinforces the legal protections of our Service Mark.

In order to comply with and assure protection under federal trademark law (15 U.S.C. 1051 et seq.), the administrators of the Salisbury University brand are required to monitor the uses of its trademarks. Unauthorized use of the University’s trademarks is subject to civil and criminal penalties. The term “trademark” as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.

This guide will make it easy to implement effective communications. In fact, the strength of SU’s communications and its identity lies in the effective, ongoing usage of this manual.

Purpose and Contact Information

The logo for Salisbury University is the primary visual and written communication element for SU. The strength of the University’s identity and effectiveness of its communications are dependent upon the consistent usage of the logo as outlined in the manual.

This manual is available in PDF, can be printed or electronically sent to any commercial printing company.

Please direct any questions regarding the usage of Salisbury University’s logo identities to:

Sue Eagle
Assistant Vice President of Marketing and Public Relations
Phone: 410-543-6029
Fax: 410-543-6068
smeagle@salisbury.edu
Salisbury University Logo Policy

(Updated: January 2012)

There is only one logo that we, the Salisbury University community, embrace: the Salisbury University logo. All schools, organizations, departments and special events are branded under that “umbrella” logo. No other logos will be created for any SU-affiliated group.

An identifier can be created for a group using the University’s fonts in conjunction with the SU logo. Only the Office of Publications is allowed to develop the layout for this option. In those cases, the organization’s name will be added to the SU logo using the guidelines established in the this SU Logo Standards Manual.

It is the responsibility of every member of the Salisbury University community to represent the identity of SU—whether through logo, mascot and/or language—in a positive and consistent manner. This ensures the University’s primary communication objective, establishing SU as a mark of the highest quality.

SU’s identifying marks, its logo and Sammy the Sea Gull mascot, may not be altered in any way. The logo must remain in its original proportions and may only be reproduced in the school’s colors of maroon or gold (or black or white). Sammy is not to be manipulated in any way—he may not hold items, wear other clothing, make gestures, etc.

To ensure that the integrity of the SU identity is maintained, all members of the campus community must have the director of marketing and public relations review all items to be created that bear images or words representative of SU, to include, but not limited to, posters, t-shirts, give-aways, etc.
The Importance of Visual Identity

Starting with the University’s logo, the visual identity of SU encompasses everything from SU’s maroon and gold to Sammy the Sea Gull. Consistent presentation of these visual images aims to achieve instant recognition of not only the University but also the excellence it represents. Effective visual identity is not conspicuous; it is subliminal and it covers everything—every poster, flyer, t-shirt, sign, brochure, mug, vehicle, frisbee, etc. The success of creating a visual identity requires everyone’s cooperation and, in the end, the entire community is stronger for having it.

All departments and offices operate under the umbrella of Salisbury University and are intrinsically linked to the SU visual identity. Individual departments/offices may not use or produce their own logos. In addition, no other existing logos should interfere with the established SU visual identity. The Office of Publications will work with campus entities to create subsets under the SU logo that work within these guidelines. Our goal is to help you to create a unified look and feel for your department/office that meets the communications branding objective. Example noted on the right.

Salisbury University Logo

Mission Statement

Effective June 2001, Salisbury University is the official name of the school formerly known as Salisbury State University. It is incorrect to refer to the University by its former name. On first reference, correct usage is the full name of the institution—Salisbury University; on second and continuing references it is acceptable to use SU.

SU has one logo. The overarching goal that drove the design development of the SU logo was to create a mark that would be graphically unique to the University and effectively communicate the heritage and value it represents to the public. The words “Salisbury University” were specifically designed to be classic–simple, elegant forms comprised of a classical typeface—Baskerville.

The Sea Gull icon is a reference to our location (just 30 miles from the Atlantic Ocean), to our school mascot and to the soaring goals of our students. With the combination of Sea Gull and letterforms, the total unit becomes a unique, very functional identifier for SU. These elements are locked together and should never be separated. Always use the approved artwork, do not try and recreate it. SU’s original mascot was the Golden Gull and when we became Salisbury State College it transformed into the SSC Gull (pronounced C Gulls). When we became Salisbury State University, the C Gulls stuck and the mascot eventually transformed into the Sea Gulls (two words, not one word seagulls). See Addendum A.
Salisbury University Logo Standards

Orientation
There are two uniquely different logos that can be used. Please see notes with each version for usage guidelines.

Horizontal
This version should be used for all horizontal formats such as letterhead, brochures, posters, vehicles, etc.

Vertical
This version should be used for all vertical formats only when needed.

With prior approval from the Publications Office, permission is granted for special applications in which the above vertical rendition is permitted.
Colors

The SU logo type when printed must be in either its two-color version (PMS 188 and PMS 123) or one-color version (Black, White or PMS 188).

- **Maroon PMS 188** ...
  - process color tint mix = 0c, 97m, 100y, 50k
  - OR Uncoated PMS 187u
- **Gold PMS 123** ...
  - process color tint mix = 30m, 100y
  - OR Uncoated PMS 116u
- **Metallic Gold PMS 874** ... this is to be used for elegant print media or signage

- **Black**
- **White**

COATED stock colors

- **PMS 188c**
- **PMS 123c**
- **Black**
- **White**

UNCOATED stock colors

- **PMS 187u**
- **PMS 116u**
- **Black**
- **White**

WEB colors

- **Maroon**: #800000
- **Gold**: #F7C55A
The following are approved color treatment variations of the logo:

- PMS 123c/116u sea gull
- PMS 188c/187u type

- Solid PMS 188c/187u type and sea gull

- Solid PMS 123c/116u type and sea gull

- All black

- All white in dark field
Tagline
The University has one tagline: A Maryland University of National Distinction. When used in text it should always be in title case and italics.

The tagline is frequently paired with the SU logo and can be used flush left or centered in relation to the logo. When paired with the logo, the tagline font is Baskerville MT Italic.
Typography
In official publications for the University, the preferred typeface for body copy is Baskerville and its permutations. When needed for clarity or spacing, Avenir, and its permutations, may be used.

Baskerville
* Baskerville Italic
* Baskerville Bold
* Baskerville Bold Italic

Avenir Roman
* Avenir Oblique
* Avenir Heavy
* Avenir Heavy Oblique

Logo Usages
Positioning
The minimum clear space surrounding the SU logo must always be at least the height of the type in the SU logo being used (X-width, see below). The minimum clear space (X-width) must be allowed on all four sides of the logo. This applies to both the vertical and horizontal formats.
Proportions and Graphic Elements

The SU logo is always to be used in its original, as designed, proportions. Never condense, expand or distort the logo beyond its original proportions.

In addition, the typeface that comprises the words “Salisbury University” within the logo is a custom-designed typeface. As a result, a “similar” typeface cannot be substituted for the letters “Salisbury University” within the logo. Always use the complete logo as supplied in this manual for all your logo application requirements.

To ensure readability, never reproduce the logos smaller than indicated here:

SU’s identity and effectiveness of its communications are dependent upon the consistent usage of the logo.

- The SU logo is never to be used without the sea gull icon.
- The SU logo and sea gull have a fixed relationship and cannot be altered.

A very detailed guide for the correct use of the SU logo is included in Addendum B and Addendum C.
Backgrounds
The SU logo is always to be used on a background that will not impede its readability. The logo in its positive form should not be used on color field darker that a 40% value of black. The logo in its reverse form should not be used on color fields lighter than a 50% value of black. The logo should never be used on a pattern.

Acceptable usage

Acceptable usage

Acceptable usage

Logo Misuse
It is very important that the logo be presented accurately and consistently every time it is used. A violation of this policy is a violation of federal trademark law. Please avoid these common violations. This is by no means an exhaustive list.

- Do not alter the logo or mascot in any way. This includes, but is not limited to: do not cut, slice or divide logo/mascot into separate parts or sections; move legs/arms/head to another positions; add to the logo/mascot (no hat, clothing, LAX sticks, etc.); add an outline; position within letters that cut the logo/mascot into sections; change the “S” within the mascot to a different font; render the logo/mascot in any other view (side, back, top, etc.); remove the gull from the SU logo; etc.
- Do not use a scan of the logo or allow poor quality reproductions.
- Do not transpose the approved color scheme.
- Do not create unapproved screen tint variations of the logo.
- Do not outline the logo.
- Do not allow the logo to appear in unapproved colors or textures.
- Do not violate the signature clear area with text, graphics, page edges, imagery, etc.
- Do not create patterns with the logo.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not alter or typeset the logo.
- Do not allow the logo to become distorted due to improper scaling.
- Do not reproduce the logo in only a black, white and gold combination as this implies Towson University.
- Do not create a 3-D rendition of the mascot without the guidance and approval of the Publications Office.
Design System Elements
A design system is more than just the consistent placement of the logo. A design system is a series of standardized elements working together to create a family look. The consistent use of these elements, together with the signature, create the total design system. SU has three key elements that make up our design system: the logo, type and color.

The consistent use of these elements is crucial to an overall cohesive look that SU will portray.
**Sammy Mascot**

Sammy the Sea Gull is SU’s official mascot. As such, there is only one visual representation of the mascot, detailed here. The image must not be altered in any way; the image cannot be paired with other images to simulate Sammy interacting with objects (ex. Sammy holding balloons, Sammy carrying lacrosse stick, etc.). The Sammy image should be treated with the same care and respect as the University’s logo. A violation of this policy is a violation of federal trademark law.

The following are approved color treatment variations of the logo:

- PMS 123/116u
- PMS 188/187u
- Black
- White (if printed on color other than white stock)

- All black

- All 188/187u

- All PMS 123/116u

- Or same versions as above with left orientation

- Reversed White on dark field

A very detailed guide for the correct use of the Sammy Mascot Logo is included in Addendum D. Examples of violations and corrections to a variety of SU standards appear in Addendum E.
Stationery

All general letterhead should follow the layout shown below. The position of the signature and address information is always consistent. Second sheets should be of matching paper stock, blank or printed with the signature only. Typing guidelines are given (gray dotted area) in the letter example below.

Specifications:
- Size: 8.5” x 11”
- Color: PMS 116 and PMS 187 (on uncoated paper)
- Logo size: 1.75” wide horizontal format
- Tagline: BaskervilleMT It 13pt
- Typography: Address information - 7/16.5 Arial
- Paper: 60# Finch Opaque, Bright white, Vellum Finish
- Printing: Offset lithography

Horizontal Logo & Tag line Only
1.75”

University Seal:
7% screen of PMS 123

Typography:
7 pt. Arial
Leading: 16.5
HTML-Email Templates

Depending on work flow, a limited number of HTML-email templates are available. Please work with the Web Office and Publications office for HTML email needs and distribution schedule.

Template 1

![Template 1 Example](image1)

**Example**

**HEADLINE HERE**

Dear [SALUTATION],


A copy of the current financial statement of the Salisbury University Foundation, Inc. is available by writing 1308 Camden Avenue, Salisbury MD 21801 or on our website, www.salisbury.edu/foundation. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, 410-974-5534.

![Template 1 Example](image2)

**Footer Area**

**Call to Action Button (GIVE NOW)**

**SU Logo**

Template 2

![Template 2 Example](image3)

**Example**

**Homecoming 2014!**

Alumni Pre-Game Barbecue

Saturday, October 18, 2014 • Sea Gull Stadium • 11 a.m.

Hi [First Name],

We look forward to seeing you at Homecoming at the Pre-Game Barbecue. Pre-registration includes game ticket, barbecue with all the sides and your choice of two beverages.

$15 adults • $5 children 10 and under

Pre-registration deadline: Wednesday, October 8, to receive tickets by mail.

![Template 2 Example](image4)

**Footer Area**

**Call to Action Button (GIVE NOW)**

**SU Logo**

Template 3

![Template 3 Example](image5)

**Example**

**You Are Invited**

SU alumni working at Salisbury University...

Enjoy free breakfast & gift!

For those employees who graduated from Salisbury University, the Alumni Association is hosting a breakfast reception in your honor. Stop by the Alumni House to grab a cup of coffee and breakfast.

Tuesday, October 14, 2014

Alumni House, Social Room
7:30-9:30 a.m.

RSVP to alumni@salisbury.edu by Tuesday, October 7.

Salisbury University Alumni Association • alumni.salisbury.edu

![Template 3 Example](image6)

**Footer Area**

**Call to Action Button (GIVE NOW)**

**SU Logo**

Template 4

![Template 4 Example](image7)

**Example**

**(Re)Invest in Our Students**

Dear [First Name],

Thank you for your gift last year to Salisbury University. Your gift, along with those of many other alumni, gave our students the opportunity to have the real-world experiences that will carry them through their education. Your gift will continue to benefit our students for years to come. Last year, you invested in the lives of women and men to make a difference in their future. This year, please consider [additional donation amount] to continue your support of our University.

A copy of the current financial statement of the Salisbury University Foundation, Inc. is available by writing 1308 Camden Avenue, Salisbury MD 21801 or on our website, www.salisbury.edu/foundation. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, 410-974-5534.

![Template 4 Example](image8)

**Footer Area**

**Call to Action Button (GIVE NOW)**

**SU Logo**